

ABSTRACT OF THE DISCLOSURE

5 A product information brokerage system for
mediating between a plurality of users and a
plurality of manufacturers via an electronic network,
the system including a user information storage unit
for storing user attribute information and user-
owned product information, a product information
storage unit for storing product information, a
product information providing unit for providing
10 users with information related to the products owned
by users based on the product information, and a
user information providing unit for providing user
information to manufacturers of the products owned
by users based on the user attribute information and
15 user-owned product information.

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